



NEVADA
COMMISSION
ON TOURISM

First Quarter 2010 VOLUME XVIII

A Digest of Statistical Information on the Nevada Tourism Industry

Discover *the* Facts

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NEVADA
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Visitor Volume

The number of visitors to Nevada.

MONTH	2008	2009	PERCENT CHANGE
April	4,447,085	4,266,579	(4.1%)
May	4,612,261	4,268,567	(7.5%)
June	4,450,956	4,232,842	(4.9%)
July	4,692,359	4,490,603	(4.3%)
August	4,663,263	4,379,188	(6.1%)
September	4,069,869	4,220,467	3.7%
October	4,271,344	4,260,492	(0.3%)
November	3,769,356	3,818,566	1.3%
December	3,763,369	3,780,384	0.5%

MONTH	2009	2010	PERCENT CHANGE
January	3,687,795	3,724,163	1.0%
February	3,742,928	3,765,087	0.6%
March	4,303,630	4,290,320	(0.3%)
TOTAL (Rolling 12 months)	50,474,215	49,497,260	(1.9%)

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	8,826,805	8,958,869	1.5%
Laughlin	653,344	603,182	(7.7%)
Mesquite	295,566	256,059	(13.4%)
Washoe County	957,638	1,008,127	5.3%
All other counties	1,001,000	953,333	(4.8%)
TOTAL (State)	11,734,353	11,779,570	0.4%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2008	2009	PERCENT CHANGE
April	610,674	520,226	(14.8%)
May	611,382	449,889	(26.4%)
June	517,908	456,393	(11.9%)
July	301,071	297,569	(1.2%)
August	604,226	268,702 *	(55.5%)
September	395,548	443,506 *	12.1%
October	445,645	404,536	(9.2%)
November	565,434	487,418	(13.8%)
December	159,868	170,774	6.8%

MONTH	2009	2010	PERCENT CHANGE
January	603,982	500,570	(17.1%)
February	621,498	562,663	(9.5%)
March	543,649	569,605	4.8%
TOTAL (Rolling 12 months)	5,980,885	5,131,851	(14.2%)

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	1,568,171	1,438,316	(8.3%)
Laughlin	34,748	18,884	(45.7%)
Washoe County	91,712	105,620	15.2%
All other counties	74,498	70,018	(6.0%)
TOTAL (State)	1,769,129	1,632,838	(7.7%)

*Due to show rotation differences (i.e. tradeshow occurring in September 2009 vs. August 2008).

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2008	2009	NET CHANGE
April	84.3%	82.0%	(2.3)
May	83.9%	79.2%	(4.7)
June	84.1%	78.7%	(5.4)
July	82.9%	79.6%	(3.3)
August	84.5%	77.9%	(6.6)
September	79.8%	79.3%	(0.5)
October	79.0%	77.2%	(1.8)
November	73.1%	71.9%	(1.2)
December	67.2%	63.9%	(3.3)

MONTH	2009	2010	NET CHANGE
January	67.4%	65.5%	(1.9)
February	77.5%	74.8%	(2.7)
March	79.7%	77.8%	(1.9)
MONTHLY AVG (Rolling 12 months)	78.6%	75.6%	(3.0)

First Quarter 2010 Area Highlights

AREA	2009	2010	NET CHANGE
Clark County:			
Las Vegas	80.5%	77.2%	(3.3)
Laughlin	67.7%	64.1%	(3.6)
Mesquite	86.5%	83.3% **	(3.2)
Lake Tahoe*	74.4%	69.8%	(4.6)
Washoe County	54.0%	57.5%	3.5
All other counties	43.6%	46.0%	2.4
QUARTER AVG (State)	74.8%	72.6%	(2.2)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

**The Oasis Resort & Casino closed on May 31, 2009.

Room Nights Occupied

The number of room nights occupied.

MONTH	2008	2009	PERCENT CHANGE
April	4,605,092	4,551,723	(1.2%)
May	4,740,854	4,538,474	(4.3%)
June	4,602,094	4,389,009	(4.6%)
July	4,692,650	4,586,790	(2.3%)
August	4,787,641	4,482,806	(6.4%)
September	4,400,439	4,422,224	0.5%
October	4,493,048	4,453,431	(0.9%)
November	4,029,671	4,025,224	(0.1%)
December	3,869,409	3,853,986	(0.4%)

MONTH	2009	2010	PERCENT CHANGE
January	3,869,578	3,923,788	1.4%
February	4,020,016	4,058,380	1.0%
March	4,593,589	4,674,706	1.8%
TOTAL (Rolling 12 months)	52,704,080	51,960,541	(1.4%)

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	10,200,557	10,344,760	1.4%
Laughlin	649,454	614,397	(5.4%)
Mesquite	154,170	134,186	(13.0%)
Lake Tahoe*	143,457	134,082	(6.5%)
Washoe County	852,745	907,984	6.5%
All other counties	482,800	521,465	8.0%
TOTAL (State)	12,483,183	12,656,874	1.4%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2008	2009	PERCENT CHANGE
April	182,145	184,990	1.6%
May	182,198	184,798	1.4%
June	182,462	185,802	1.8%
July	182,502	185,848	1.8%
August	182,840	185,607	1.5%
September	183,769	185,880	1.1%
October	183,401	186,063	1.5%
November	183,821	186,569	1.5%
December	185,826	194,424	4.6%

MONTH	2009	2010	PERCENT CHANGE
January	185,202	193,345	4.4%
February	185,314	193,680	4.5%
March	185,894	193,782	4.2%
END OF PERIOD	185,894	193,782	4.2%

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	141,119	148,891	5.5%
Laughlin	10,655	10,652	0.0%
Mesquite	1,981	1,790 **	(9.6%)
Lake Tahoe*	2,132	2,134	0.1%
Washoe County	17,708	17,723	0.1%
All other counties	12,299	12,592	2.4%
END OF PERIOD (State)	185,894	193,782	4.2%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2010.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

**The Oasis Resort & Casino closed on May 31, 2009.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2008	2009	PERCENT CHANGE
April	\$ 1,729,435	\$ 1,237,296	(28.5%)
May	1,712,659	1,222,912	(28.6%)
June	1,422,977	952,535	(33.1%)
July	1,316,048	1,164,869	(11.5%)
August	1,456,221	1,076,354	(26.1%)
September	1,651,574	1,132,799	(31.4%)
October	1,310,665	1,232,945	(5.9%)
November	1,373,214	1,018,492	(25.8%)
December	961,714	930,351	(3.3%)

MONTH	2009	2010	PERCENT CHANGE
January	1,167,888	1,189,440	1.8%
February	1,162,460	1,091,900	(6.1%)
March	1,215,146	1,243,104	2.3%
TOTAL (Rolling 12 months)	\$ 16,480,001	\$ 13,492,995	(18.1%)

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County	\$ 3,225,386	\$ 3,203,898	(0.7%)
Washoe County	185,629	194,656	4.9%
Douglas County*	55,368	46,689	(15.7%)
Elko County	34,143	32,828	(3.9%)
Carson City	9,313	8,705	(6.5%)
All other counties	35,655	37,668	5.6%
TOTAL (State)	\$ 3,545,494	\$ 3,524,443	(0.6%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Effective 7/1/09, room tax collections are reported for the month of business activity. All prior years' of monthly data has been updated as well.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2008	2009	PERCENT CHANGE
April	\$ 1,000,149,000	\$ 859,410,000	(14.1%)
May	970,004,000	889,093,000	(8.3%)
June	949,332,000	818,181,000	(13.8%)
July	997,057,000	872,664,000	(12.5%)
August	934,142,000	847,035,000	(9.3%)
September	1,001,098,000	911,142,000	(9.0%)
October	904,982,000	800,347,000	(11.6%)
November	836,818,000	873,178,000	4.3%
December	888,046,000	859,261,000	(3.2%)

MONTH	2009	2010	PERCENT CHANGE
January	912,734,000	883,336,000	(3.2%)
February	830,971,000	946,615,000	13.9%
March	918,248,000	912,159,000	(0.7%)
TOTAL (Rolling 12 months)	\$ 11,143,581,000	\$ 10,472,421,000	(6.0%)

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:	\$ 2,278,742,000	\$ 2,371,656,000	4.1%
Strip	1,393,907,000	1,530,091,000	9.8%
Downtown	139,104,000	129,829,000	(6.7%)
Laughlin	142,845,000	137,036,000	(4.1%)
Mesquite	34,676,000	32,438,000	(6.5%)
County balance	568,210,000	542,262,000	(4.6%)
Washoe County	190,099,000	187,016,000	(1.6%)
Lake Tahoe*	56,591,000	53,467,000	(5.5%)
Elko County	70,797,000	68,259,000	(3.6%)
Carson Valley Area	25,353,000	23,676,000	(6.6%)
All other counties	40,371,000	38,036,000	(5.8%)
TOTAL (State)	\$ 2,661,953,000	\$ 2,742,110,000	3.0%

*References to Lake Tahoe in this report represent the South Shore hotel–casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Passenger Traffic

The number of passengers arriving and departing from Nevada's airports.

MONTH	2008	2009	PERCENT CHANGE
April	4,181,648	3,903,004	(6.7%)
May	4,404,776	3,876,568	(12.0%)
June	4,328,053	3,810,533	(12.0%)
July	4,374,605	3,940,750	(9.9%)
August	4,329,001	3,886,919	(10.2%)
September	3,756,335	3,678,593	(2.1%)
October	3,930,551	3,846,771	(2.1%)
November	3,549,888	3,539,004	(0.3%)
December	3,495,261	3,411,331	(2.4%)

MONTH	2009	2010	PERCENT CHANGE
January	3,348,457	3,341,946	(0.2%)
February	3,371,335	3,184,564	(5.5%)
March	4,010,061	3,882,031	(3.2%)
TOTAL (Rolling 12 months)	47,079,971	44,302,014	(5.9%)

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,691,051	9,351,753	(3.5%)
Reno/Tahoe Int.	932,507	935,264	0.3%
North Las Vegas	17,048	21,503	26.1%
Laughlin/Bullhead Int.	75,999	77,736	2.3%
Elko Airport	9,302	9,717	4.5%
Henderson Exec. Airport	3,946	12,568 *	218.5%
TOTAL (State)	10,729,853	10,408,541	(3.0%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

*Maverick Aviation Group fully operational.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2008	2009	PERCENT CHANGE
April	2,321,012	2,383,447	2.7%
May	2,565,340	2,586,146	0.8%
June	2,654,991	2,674,694	0.7%
July	2,491,537 *	3,066,937	23.1%
August	2,521,778 *	3,010,299	19.4%
September	2,059,826 *	2,525,610	22.6%
October	2,302,912	2,358,479 **	2.4%
November	2,271,328	2,038,817 **	(10.2%)
December	2,297,157	2,045,797 **	(10.9%)

MONTH	2009	2010	PERCENT CHANGE
January	2,186,902	1,676,145 **	(23.4%)
February	1,979,079	1,700,185 **	(14.1%)
March	2,272,142	1,859,379 **	(18.2%)
TOTAL (Rolling 12 months)	27,924,004	27,925,935	0.0%

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
I-15 at Primm/Jean	1,536,994	1,501,909	(2.3%)
I-15 at Mesquite	904,342	893,820	(1.2%)
I-80 at Verdi	1,019,757	- *	(100.0%)
I-80 at Wells	179,119	180,306	0.7%
All other entry points	2,797,911	2,659,674 **	(4.9%)
TOTAL (State)	6,438,123	5,235,709	(18.7%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for July through September 2008 and January through March 2010 do not contain any data.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for October 2009 through March 2010 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2008	2009	PERCENT CHANGE
April	2,202,589	2,141,597	(2.8%)
May	2,722,601	2,704,419	(0.7%)
June	3,101,741	3,070,650	(1.0%)
July	3,320,848	3,360,089	1.2%
August	3,402,690	3,558,761	4.6%
September	2,578,625	2,725,334	5.7%
October	2,036,800	2,164,915	6.3%
November	1,446,310	1,326,993	(8.2%)
December	1,040,125	987,459	(5.1%)

MONTH	2009	2010	PERCENT CHANGE
January	939,063	881,403	(6.1%)
February	950,036	986,958	3.9%
March	1,596,326	1,663,319	4.2%
TOTAL (Rolling 12 months)	25,337,754	25,571,897	0.9%

First Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Nevada State Parks	453,762	450,290	(0.8%)
Great Basin Nat. Park	4,689	4,928	5.1%
Lake Mead Nat. Rec. Area	1,311,561	1,270,436	(3.1%)
Hoover Dam Visitor Center	166,847	163,864	(1.8%)
Grand Canyon Nat. Park	590,824	568,630	(3.8%)
Zion Nat. Park	295,814	293,505	(0.8%)
Bryce Canyon Nat. Park	144,582	142,289	(1.6%)
Death Valley Nat. Park	190,784	277,248	45.3%
Yosemite Nat. Park	326,562	360,490	10.4%
TOTAL (All Parks)	3,485,425	3,531,680	1.3%

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4001 S. Virginia St., Suite G, Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • www.renoairport.com

TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
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TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
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Nevada State Map

